

EWORkSTYLE

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Economic Recovery in Local Neighborhoods



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During the 2011 State of the Union Address, President Obama shared; “The rules have changed. In a single generation, revolutions in technology have transformed the way we live, work and do business. Steel mills that once needed 1,000 workers can now do the same work with 100. Today, just about any company can set up shop, hire workers, and sell their products wherever there’s an Internet connection.”

Communications technological advances are continuing to progress at an extremely rapid pace and while some 60% of Americans own computers, only 19% are using them competitively as producers. That means most of us haven’t prepared ourselves for the often discussed impact of global communications on our local economy, work, skills and lifestyle. Further, most people still find computer technologies, software and the web very intimidating. However, these tools and resources are immediately necessary for citizens’ to be competitive in America’s workforce – particularly in major cities like Boston where the competition for work is extremely high and well educated.

Communications today involves professional culture across every industry with techniques, tools and resources that are being used by a growing population worldwide – primarily outside of the United States. Our ability to stay intellectually competitive and current with our future, while managing complex life\work realities, in a comprehensive 24/hr on-demand marketplace is critical to our economic and personal well-being. And bringing knowledge work to the forefront, using communications technologies to deliver solutions is part of to-

day’s required social capital and fundamental to our self-determination.

In the old days of the industrial revolution, competitive intelligence was an ability to pit one mind against all opponents. But in today’s global economy, competitive intelligence is more comprehensive and inclusive of our ability to understand our knowledge and our social\professional networks in ways that we can muster to meet, adapt and master our personal and economic goals and challenges. Woven within and around this definition is the quiet work of relationship development and building communities of interest, culture and place toward long-term, sustainable, intergenerational economic security.

Competitive intelligence can be seen as Obama stated; in nations like China and India which started educating their children earlier and longer - with greater emphasis on math and science that also increased investments in research and new technologies. This paid off when China became the home to the world’s largest private solar research facility, and the world’s fastest computer. Major corporations are seeking out competitive intelligence.

Our President shared, once we know what it takes to compete for the jobs and industries of our time - we need to out-innovate, out-educate, and out-build the rest of the world by sparking the creativity of imagination in our citizens and students and putting innovation to work toward free enterprise in US cities, towns and communities.

If we scale this competitive intelligence and collaborative modeling to fit our local neighborhood’s currency of keeping up with the times, we can use the prevalence of contemporary innovation in transportation, communications, education, training and technology as a measure of competitive readiness. Through this lens, it doesn’t take much effort to see which communities are ready to participate in twenty-first century progress and which have work to do.

Locally, Boston, Brookline and Brighton have everything this measure requires to progress in a 21st Century definition of competitive intelligence; rail transit, high-speed data lines, state of the art colleges and universities, and willing and globally connected students whose imaginations have been sparked by creativity; who are supplied by small businesses of every venue which bring the tools and resources of innovation, progress and well being. But neighboring communities like Dorchester and Mattapan have not moved past the 1970’s. Generations of residents living in these communities have participated in every phase of the development of the United States across every industry and sector as laborers, contractors, rail men, etc. all the while

bringing their incomes home to the tax base of their communities. However, when the wealth of progress was not equally distributed, successive rebellions began with each new generation and are still going on as seen through protests, gang activity and student misbehavior. Forced busing, gentrification, redlining, detracted schools, derailing the Silverline and mortgage scandals have devastated Boston's troubled communities decade by decade.

Be that as it may, Obama quoted Robert Kennedy by saying; "The future is an achievement requiring each generation to sacrifice and struggle to meet the demands of a new age." History shows local communities cannot just sit and wait for new opportunities to come; they have to stretch in order to see what prospective industries and careers of interest are on the horizon and then prepare to grab the brass rings of those opportunities. The US government is investing in teaching, education, healthcare, biomedical research, information technology, high speed internet, transportation, clean energy technology, export trade and small business development.

It is up to community residents and leaders to decide where their dreams and goals fit in these emerging markets and prepare to meet them when they arrive. Preparing means reinventing to become technologically literate in writing, communications and whatever skills are required, initially through self-development\self-learning opportunities like the library and local community programs and then through whatever additional training and education is affordable. Once again, community leaders need to redouble efforts beginning with community assessment, progress, and competitive intelligence benchmarks; including resident\student skills assessment and developmental processes to meet the demand for competitive skills, small business development and innovation needs to participate in the global economy. We must also focus on building sustainable community development by investing in education partnerships, contemporary training and innovation city by city, across the United States.



V. Paul Deare, President\COO



We've placed Eworkstyle Institute online to provide an affordable, world-class education experience

OUR COMMITMENT

Eworkstyle Institute is dedicated to equal opportunity for all who wish to improve their communications literacy and community building skills. It is the policy of Eworkstyle Institute not to discriminate or permit discrimination in its educational programs, activities or employment practices. Toward this end we have an open access admissions policy and review process for our online training facility.

We've placed Eworkstyle Institute online to provide an affordable, educational experience for those wanting to improve critical thinking and complex reasoning skills while developing writing and multi-media production skills.

By affordable, we mean \$6 per month, paid one time annually. Online, self-paced teaching allows us to cut our overhead expenses

considerably and pass the savings onto our members - without sacrificing the quality or consistency of our information or facility. Teaching through the web gives Eworkstyle Institute the power to be immediately global. We've re-engineered our communications management lessons into rich luxurious rooms online. Eworkstyle Institute is a beautiful facility built for world class utilization. You'll see and use classrooms, lectures, assignments, libraries, resource centers and more.

We teach members from the beginning what they need to know about their role in community building; so they can perceive economic, political and societal conditions and master the skills to take action, to change the oppres-

sive elements of reality.

Members learn the use of communications technologies as fundamental tools with their training in public relations and sustainable community building.

Eworkstyle's curriculum is designed to encourage members toward perfecting their knowledge work, to participate in local to global solutions in sustainable community building, from online research, planning and dialogues to world stage showcase events.

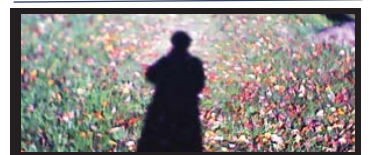
Eworkstyle's courses range from writing, web design and public relations to creating, producing and presenting for meetings, events and internet-broadcast media.

Our resources include centers

for regional and global research as well as Eworkstyle's Speaker's Bureau so members can showcase completed work in our community building charettes.

Regardless of age, gender, class, race or religion - Eworkstyle Institute provides lifelong learning for new members as well as those who have completed all Eworkstyle Institute courses. Eworkstyle Institute Alumni are provided training to take their expertise from professional and consulting practice to development and growth of innovative enterprise.

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